

dti

the department for Enterprise

ccp

Eric Forth MP  
Parliamentary Under Secretary of State for  
Industry & Consumer Affairs

CONFIDENTIAL

Rt Hon Douglas Hurd CBE MP  
Secretary of State for the Home Department  
Queen Anne's Gate  
LONDON  
SW1H 9AT

Department of  
Trade and Industry

1-19 Victoria Street  
London SW1H 0ET  
Enquiries  
01-215 5000

Telex 8811074/5 DTHQ G  
Fax 01-222 2629

Direct line 01-215 4301  
Our ref AM2  
Your ref  
Date

abpm

23 August 1989

Dear Douglas,

Handwritten initials and a circular stamp with numbers and text.

Thank you for your letter of 21 July to David Young on advertising minutage. I am replying in Nick Ridley's absence on holiday.

It is clearly important to ensure as free a market for advertising as possible within the necessary constraints of some minutage limitations. Indeed, our proposals for Channels 4 and 5 were based at least in part on the need to relieve the present excess of demand for TV advertising. I would therefore be wary of leaving decisions on minutage totally to the ITC who will have a less keen interest in seeing the advertising market run efficiently. Your proposal also gives the ITC a measure of discretion that is not totally consistent with its role as a "light touch" licensing body.

I do, however, appreciate the political benefit of leaving difficult decisions on minutage to the ITC although my fear is that it would be unlikely to change the status quo. If other colleagues agree, I am therefore content to go along with your proposal that the ITC should be left to decide the level of minutage itself on a similar basis to the IBA today.

the  
Enterprise  
initiative



Recycled Paper



the department for Enterprise

I am copying this letter to the Prime Minister, to the members of MISC 128 and to Sir Robin Butler.

*Eric Forth*

*[Signature]*

ERIC FORTH

